



Report to the Auburn City Council

Action Item

Agenda Item No.

11

City Manager's Approval

To: Mayor and City Council Members
From: Robert Richardson, City Manager
Prepared by: Amy M. Lind, Deputy/Assistant City Clerk
Date: June 13, 2011
Subject: Intention to Levy Annual Assessment Fee for Business Improvement Districts

The Issue

Shall the City Council:

1. Appoint the City Manager as the advisory board for both the Old Town and Downtown Business Improvement Districts.
2. Approve the Annual BID Reports submitted by the Old Town and Downtown Business Associations.
3. Adopt a Resolution of Intention to levy an Annual Assessment fee for both the Old Town and Downtown Business Improvement Districts, for fiscal year 2011-12, setting a Public Hearing date for June 27, 2011, to review the proposed fees for Old Town and Downtown Business Improvement Districts.

Conclusion and Recommendation

Staff Recommends that the City Council by **RESOLUTION**:

1. Appoint the City Manager as the advisory board for the Old Town Business Improvement District and for the Downtown Business Improvement District and direct him to produce the report required pursuant to Section 36533 of the 1989 Law for Fiscal Year 2011-12.
2. Approve the Annual Reports as filed by the advisory board for both the Old Town Business Improvement District and for the Downtown Business Improvement District.
3. Set a Public Hearing for June 27, 2011 to levy annual assessment fees for fiscal year 2011-12 within the Old Town Business Improvement District and the Downtown Business Improvement District.

Background

State Law enables the establishment of Parking and Business Improvement Areas. Business owners within the proposed improvement areas, as indicated on the report maps, have initiated the process. The proposed assessments are for the sole benefit of the businesses within the areas. The assessment funds will be spent on items contained in the budgets submitted by the Downtown and Old Town Business Associations and approved annually by the Council.

For proposals from the Old Town BID and The Downtown BID, see attached reports.

The City Council may approve the reports as filed, or the Council may modify any item contained in the reports. A public hearing is planned for June 27, 2011 to hear all interested persons for or against the Business Improvement Areas and their levied assessment fees. Notice of a public hearing shall be given at least ten days before the public hearing. Notice of the hearing shall be given by publishing the resolution of intention in a newspaper for general circulation within seven days of the City Council's adoption of the resolution of intention.

Alternatives Available to Council

1. Do not approve the appointment of the City Manager as the advisory board for the Old Town BID and Downtown BID.
2. Modify the Annual reports and adopt a resolution of intention to levy and annual assessment for fiscal year 2011-12.
3. Do not authorize the City Manager to set a Public Hearing for June 27, 2011 to levy annual assessment fees for fiscal year 2011-12 for Old Town and Downtown BIDs.

Fiscal Impact

There is no fiscal impact on the City other than the cost of public notices and of processing the collection of assessment which is billed with the business license tax at the end of June.



Downtown Auburn
The Heart of Auburn

**AUBURN
DOWNTOWN BUSINESS
ASSOCIATION**
www.downtownauburnca.com

PO BOX 244
AUBURN, CA 95604

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CARI THACHUK
SHARON GANNON
DAN TEBBS

**SUPPORTING OUR
DOWNTOWN TOGETHER**

Auburn Downtown Business Association Annual Report to City Council

May 28, 2011

To Mayor Kirby and City Council,

Enclosed is a summary of the activities of the Downtown Business Association for 2010-2011. We are still enjoying the excitement from being the location for Amgen's Stage three start and add it to the list of good things happening in Downtown this year. The following pages list our accomplishments of 2010/11 and our goals for 2011/12. They are arranged in a simple bullet point format for your review.

Also enclosed is the proposed budget for our next fiscal year. The proposed budget is still in development, as proposed, if all projects are completed we could dip into our carry over funds from previous years to about \$20,000. Our final budget is completed and approved in July.

We truly appreciate the focus of the City Council on the betterment of the Economic Wellness of our community and greatly appreciate the investment in Downtown with the Streetscape project and the beginning of Phase II. The new Central Square Plaza has created a wonderful social dynamic which has already stimulated new investment in local business. We look forward to the continued close coordination of our efforts with the City through the Streetscape Phase Two Project this summer.

We hope the relocation of the Welcome Center to Downtown will become a reality this year. They will be an additional draw to the Downtown Business District. Again we greatly appreciate the forward thinking economic strategy of the City of Auburn. Working together we can continue to make a positive atmosphere in Downtown.

Thank You,

DBA President, Jim Brill

Review of the DBA activities for the year of 2010-2011

- * Very successful Joint wine tasting event with Old Town almost reached our goal of 1000 attendees. Up almost 20%. Wineries from outside our area are now wanting to participate and are on a waiting list. A Wonderful opportunity for the attendees to see and taste what Auburn has to offer.*
- * Improved communication to the membership through "Constant Contact" emails, and made it sustainable with advertising*
- * Successful Safe & Happy Halloween
750 kids participating, Lots of fun*
- * Participated with the Chamber for "Wednesday Night Live" for six weeks*
- * Purchased American Flags for Veterans Day, plus the 23 large flags which were installed with the assistance of Public Works, we passed out 3,000 mini flags*
- * Continuation of Flower pot maintenance program
Our largest expense, almost 90 pots currently included in the program*
- * Continuation of successful five Cruise Night Events*
- * Contracted with Teri Gibson as our Event coordinator for the Annual Wine And Food Festival*
- * Contributed \$5,000 to Bike Auburn Committee and supported the super effort of the Bike Auburn committee to showcase Auburn to the world during the Amgen Tour of California*
- * Supported the Criterium bicycle race in Downtown.*
- * Sponsored the Revitalized Funk Soap Box Derby*
- * Assisted the Chamber of Commerce and coordinated the Vendors and assisted with Volunteers for the Festival of Lights parade*
- * Contributed Financially to The Art Walk.*

Our Plans for 2011-2012

- 1) *Communication with membership and customers through Phase Two of Streetscape*
 - a) *Continue regular email blasts to send to membership with the progress of Streetscape.*
 - c) *Communicate to the Public during the Streetscape Project, including a "Downtown is Still Open" campaign.*
- 2) *Economic*
 - a) *Coordinate and financially participate for the promotion of Auburn with the City, OTBA, Placer County Welcome Center, and the Auburn Wine Trail to focus on bringing people from Outside the Auburn Area.*
 - b) *Continue support for Think Auburn First*
 - c) *Support a return of Amgen to Auburn*
 - d) *Continue "Wednesday Night Live" event with the Chamber of Commerce*
- 3) *Continue support of Veterans day parade and purchase flags for distribution*
- 4) *Improve Christmas/Holiday decorations including new lights and garlands and restoring existing decorations.*
- 5) *Increase membership at meetings*
- 6) *Mini Flags to hand out for 4th of July and placement large flags on upper Lincoln Way*
- 7) *Grow the Wine and Food Festival Event to over 1000 attendees*
- 8) *Sponsor the Funk Box Derby*
- 9) *Support Outdoor Movie Nights*

**DOWNTOWN AUBURN BUSINESS
ASSOCIATION**

2011 - 2012 BUDGET

	A	B	C	D
1	BUDGET WORKSHEET 2011		Nov-12	
2				
3	INCOME 2011-2012			
4	CARRYOVER FROM 2010-2011	\$36,000		
5	BID MEMBER ASSESSMENT			36,000.00
6	ASSOCIATE MEMBERS			500.00
7				
8				
9	SUB TOTAL ORGANIZATION			36,500.00
10				
11	PROMOTION			
12	WINE FESTIVAL			5000.00
13	CRUISE NITE			3000.00
14	WEB SITE ADS			800.00
15				
16				
17	SUB TOTAL PROMOTION			8,800.00
18				
19				
20	DESIGN			0
21				
22	ECONOMIC RESTRUCTURE			0
23				
24	SUB TOTAL DESIGN/RESTRUCTURE			0
25				
26				
27	TOTAL INCOME PLUS CARRYOVER			81,300.00

	A	B	C	D
1	DBA EXPENSE BUDGET 2011-2012			
2	ORGANIZATION			
3	MEETING REFRESHMENTS			600.00
4	BOOKKEEPING/ACCOUNTING			1800.00
5	INSURANCE/LIABILITY			3500.00
6	OFFICE EXPENSE			500.00
7	POSTAGE,MAILERS,PRINTING			250.00
8	SUNSHINE COMMITTEE			600.00
9	MEETING SPACE RENTAL			800.00
10	WEB SITE MAINTENANCE			1000.00
11	<i>SUB TOTAL ORGANIZATION</i>			9050.00
12	PROMOTION			
13	AMERICAN FLAG PURCHASE			800.00
14	ARTWALK			500.00
15	FESTIVAL OF LIGHTS PARADE			500.00
16	SIDEWALK SALES			300.00
17	CHRISTMAS DÉCOR PROJECT			2000.00
18	NEW EVENT			2500.00
19	CHRISTMAS HOLIDAY PROMOTION			3000.00
20	ADVERTISING/PROMOTION			1000.00
21	AUBURN FAMILY NITE OUT			200.00
22	TRICK OR TREAT			100.00
23	<i>SUB TOTAL PROMOTION</i>			10900.00
24	ECONOMIC RESTRUCTURE			
25	EMAIL SURVEY			180.00
26	COMMERCIAL ECONOMIC SUPPORT			2800.00
27	IMPROVEMENT PROJECT			6000.00
28	JOINT MARKETING PROJECT			10000.00
29	INFORMATION PACKET			1200.00
30	<i>SUB TOTAL ECON. RESTRUCTURE</i>			20180.00
31				
32	DESIGN			
33	PLANTERS MAINTENANCE			20000.00
34	<i>SUB TOTAL DESIGN</i>			20000.00
35				
36	TOTAL EXPENSES			60,130.00



June 1, 2011

To: Bob Richardson, City Manager – Auburn
From: Old Town Business Association (OTBA)
RE: Business Improvement District (BID)

1. **Introduction:** This annual report by the Old Town Business Association Improvement District (BID) for the coming fiscal year is provided to the City of Auburn for consideration and approval. Included in this report is a work plan and a proposed budget. Funds generated by the Old Town BID are administered by the OTBA for the sole purpose of enhancing the physical and economic well-being of the Old Town district with the approval of the Auburn City Council.
2. **BID District:** The Old Town BID begins at and includes the Hill property at the end of Park Street, and continues down Park Street to Maple Street and up to Auburn Folsom Road. The boundary continues on Auburn Folsom Road to Race Track Street, turns right on Race Track to Brewery Lane, turns right on Brewery Lane, and, continues down Brewery Lane to its end, where the boundary line then extends across and encompasses the Hill property at the end of Park Street.
3. **PROPOSED PROGRAM of Work for the OTBA:** The OTBA continues to add new ideas to improve our area, all of which are important to attract visitors and continue to maintain the vitality from which business owners can thrive. We continue to renovate the Old Town Post Office, upgrade our PA system, and, we have implemented a banner program. We will be adding additional patriotic buntings, have updated our Walking Tour Maps, and, have proposed better use of the old Tin Building with ideas to paint the building and to bring a “gold rush” type of interactive activity for our visitors. The OTBA continues to use advertising dollars to reach further west of Placer County with the idea of attracting a desired demographic. We continue to subsidize the Post Office rent and we continue to attract interested business owners to participate in the stated plans through implementation of our district “goal list”, and, have thereby increased the participation of our membership.
4. **STREET SCAPE:** The OTBA has recently gone through the process and hired a licensed Landscape Contractor (Independent Contractor) who does seasonal plantings and maintains (93 planters) and replaces all receptacles pertinent to healthy growth and a historic esthetic and attractive curb appeal. We have also proposed a flower basket program to colorfully enhance sections of our district that can become a focal point viewed mainly from the freeway.

OTBA continued

- 5. PUBLIC EVENTS:** The OTBA continues to sponsor and promote retail events and festivals with special attention to our annual two Antiques and Collectibles Street Fairs, Cinco de Mayo, 4th of July celebration, Auburn Movie Nights, Art Walks, the Auburn Wine and Food Festival, A Taste of Chocolate and finally our two Country Christmas events. We are continually looking at other events to draw visitors into our district and have recently sponsored "Old Cars In Old Town" which is proposed for twice a year.

Attached heretofore you will find the OTBA proposed budget for fiscal year 2011-2012 and a working budget for same.

It is the intent and goal of the OTBA to continually work with the City of Auburn and our community to maintain and preserve the historic integrity and old fashioned ambiance that draws the curiosity senses of our visitors and to invite them to have the best experience that our community and the Old Town district has to offer and with the BID, allows us to maintain a vibrant business district.

6/2/2011

4. Proposed OTBA Budget, Fiscal Year 2011/2012

4.1 Income

Antiques & Collectables Street Fairs \$ 24,959.00
Historic District BID, 2011 – 2012 \$ 32,158.00
Miscellaneous Events, Donations \$ 8303.00

Total Income \$ 65420.00

* for this current year as of May 12, 2011 we had a balance of \$38,042.92

Projects currently on the books;

OTBA Website \$ 3360.00
Post Office Remodel \$ 2200.00
Business Directory \$ 1000.00
Current Obligations \$ 6262.00
Donation to OTAPS \$ 2082.00
Reserve \$ 8941.00

4.2 Expenses

Post Office Repairs \$ 1150.00
Building Light Repairs \$ 1355.00
Street Fairs \$ 9490.00
Streetscape Maintenance \$ 8390.00
Post Office Rental \$ 3600.00
Insurance \$ 1500.00
Amgen \$ 2650.00
General Advertising \$ 10,000.00
Administration Expense \$ 2440.00

Total Expenses \$65420.00

OTBA BUDGET 2011/2012

INCOME

STREET FAIR SPRING	\$	10,143.00	
STREET FAIR FALL	\$	12,251.00	
COUNTRY CHRISTMAS	\$	3,337.50	
TASTE OF CHOCOLATE	\$	-	
WINE TASTING	\$	5,726.00	\$ 31,457.50 STREET FAIR!
FRIDAY NITE LIVE	\$	76.00	
CHAMBER OF COMMERCE	\$	-	
POST OFFICE LOAN	\$	-	
INSURANCE REFUND	\$	-	
CITY OF AUBURN	\$	-	
DONATION	\$	-	
BID	\$	35,000.00	BID
MISC.	\$	-	
TOTAL INCOME	\$	66,533.50	

EXPENSE

ADVERTISING	\$	5,560.00	
STREET FAIR SPRING EXPENSE	\$	2,830.00	
STREET FAIR FALL EXPENSE	\$	3,900.00	
COUNTRY CHRISTMAS EXPENSE	\$	3,420.00	
TASTE OF CHOCOLATE	\$	140.00	
AMGEN	\$	4,740.00	
PUMPKIN DROP	\$	790.00	\$ 15,820.00 STREET FAIR!
WINE FESTIVAL	\$	-	
ART WALK	\$	250.00	
FAMILY MOVIE NIGHT	\$	216.00	
GUN SHOW	\$	350.00	
4TH OF JULY	\$	100.00	
INSURANCE	\$	484.00	
OFFICE SUPPLIES	\$	260.00	
POST OFFICE RENT/BOX	\$	3,670.00	
CITY OF AUBURN	\$	100.00	
OUTSIDE SERVICES	\$	9,700.00	
EISLEY NURSERY	\$	413.00	
WISHING WELLS	\$	775.00	
POST OFFICE REPAIRS	\$	3,560.00	
CHRISTMAS LIGHTS	\$	73.00	
CHAMBER DUES	\$	160.00	
UTILITIES	\$	600.00	
MINI STORAGE	\$	900.00	
WEB PAGE	\$	3,000.00	\$ 25,522.00 FIXED COST
DONATION			
OTBA ELECTIONS	\$	150.00	
MISC. EXPENSE	\$	200.00	
TOTAL EXPENSE	\$	46,341.00	\$ 4,999.00 REMAINING

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RESOLUTION NO. 11-

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF AUBURN, CA
DECLARING ITS INTENTION TO LEVY AND COLLECT ANNUAL ASSESSMENTS IN
CONNECTION WITH THE OLD TOWN AUBURN BUSINESS IMPROVEMENT
DISTRICT AND THE DOWNTOWN BUSINESS IMPROVEMENT DISTRICTS FOR
FISCAL YEAR 2011-12 AND SETTING A PUBLIC HEARING ON SUCH LEVIES.

THE CITY COUNCIL OF THE CITY OF AUBURN DOES RESOLVE: The City
Council of the City of Auburn approves and adopts the annual reports for the
2011-12 fiscal year prepared by the advisory board for both the Old Town
Business Improvement District and for the Downtown Business Improvement
District. The annual reports are on file with the City Clerk.

Having adopted the above-referenced annual reports, the City Council
hereby declares its intention to levy annual assessments for fiscal year 2011-
12 within the Old Town Business Improvement District and the Downtown
Business Improvement District. The assessments will be used to fund the
proposed improvements and activities set forth in the annual reports on file
with the City Clerk.

This also serves to appoint the City Manager as the advisory board for
the Old Town BID and Downtown BID for Fiscal Year 2011-12.

The City Clerk is directed to give notice of public hearing by causing the
Resolution of Intention to be published once in a newspaper of general
circulation not less than ten (10) days before the public hearing.

1 A public hearing shall be held by the City Council on the levy of the
2 proposed assessments at the City Council Meeting on June 27, 2011 at 6:00
3 p.m. at City Hall, 1225 Lincoln Way, Auburn, CA. At the public hearing the City
4 Council shall hear and consider all written and verbal protests as provided by
5 the Streets and Highways Code Section 36534 et seq.

6
7 DATED: June 13, 2011

8
9 William W. Kirby, Mayor

10 ATTEST:

11 Joseph G. R. Labrie, City Clerk

12 I, Joseph G. R. Labrie, City Clerk of the City of Auburn, hereby certify
13 that the foregoing resolution was duly passed at a regular meeting of the City
14 Council of the City of Auburn held on the 13th day of June 2011 by the
15 following vote on roll call:

16 Ayes:

17 Noes:

18 Absent:

19 Joseph G. R. Labrie, City Clerk

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